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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

Declaration Submitted With Initial Filing Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

OR

Attorney Docket Number		US030397
First Named Inventor		
COMPLETE IF KNOWN		
Application Number	/	
Filing Date		
Group Art Unit		
Examiner Name		

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**DYNAMICALLY ILLUMINATED PRODUCT DISPLAY SYSTEM APPARATUS AND
METHOD**

the specification of which *(Title of the Invention)*

is attached hereto

OR

was filed on (MM/DD/YYYY) as United States Application Number or PCT International

Application Number and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as amended specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or of any PCT international application having a filing date before that of the application on which priority is claimed.

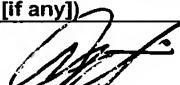
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY) Country	Priority Not Claimed	Certified Copy Attached?	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 3]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

DECLARATION — Utility or Design Patent Application

Direct all correspondence to:		<input type="checkbox"/> Customer Number or Bar Code Label		OR	<input checked="" type="checkbox"/> Correspondence address below
Philips Electronics North America Corporation Name 345 Scarborough Road Address Briarcliff Manor New York 10510 City State ZIP U.S.A. (914) 945-6000 (914) 332-0615 Country Telephone Fax					
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.					
NAME OF SOLE OR FIRST INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name GEORGE (first and middle [if any])			Family Name MARMAROPOULOS or Surname		
Inventor's Signature 			Date 2/28/05		
YORKTOWN HEIGHTS Residence: City		NEW YORK State	USA Country	GR Citizenship	
Mailing Address 2145B SAW MILL RIVER ROAD					
YORKTOWN HEIGHTS City		NEW YORK State	10598 Zip	USA Country	
NAME OF SECOND INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name JACK (KYRIAKOS) (first and middle [if any])			Family Name MAMA or Surname		
Inventor's Signature 			Date 2/28/05		
LONDON Residence: City		ENGLAND State	GREAT BRITAIN Country	GREAT BRITAIN Citizenship	
21-23 VOSS STREET Mailing Address					
LONDON City		ENGLAND State	E.2 6HP Zip	GREAT BRITAIN Country	
<input type="checkbox"/> Additional inventors are being named on the _ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.					

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Philips Electronics North America Corporation

Name

345 Scarborough Road

Address

Briarcliff Manor	New York	10510
City	State	ZIP

U.S.A. Country	(914) 945-6000 Telephone	(914) 332-0615 Fax
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF THIRD INVENTOR:	<input type="checkbox"/> A petition has been filed for this unsigned inventor
--------------------------------	---

Given Name CLIVE R. (first and middle [if any])	Family Name HEERDEN or Surname
--	-----------------------------------

Inventor's Signature	Date
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LONDON Residence: City	ENGLAND State	GREAT BRITAIN Country	GREAT BRITAIN Citizenship
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Mailing Address
20 CANAL BUILDING

LONDON City	ENGLAND State	N1 7RR Zip	GREAT BRITAIN Country
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NAME OF FOURTH INVENTOR:	<input type="checkbox"/> A petition has been filed for this unsigned inventor
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Given Name PHILIPPA CLARE (first and middle [if any])	Family Name WAGNER or Surname
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Inventor's Signature	Date
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HACKNEY, LONDON Residence: City	ENGLAND State	GREAT BRITAIN Country	GREAT BRITAIN Citizenship
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209 RICHMOND ROAD
Mailing Address

HACKNEY, LONDON City	ENGLAND State	E8 3NJ Zip	GREAT BRITAIN Country
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Additional inventors are being named on the _____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

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(37 CFR 1.63)**

Declaration Submitted With Initial Filing Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number		US030397
First Named Inventor		George Marmaropoulos
COMPLETE IF KNOWN		
Application Number	1	
Filing Date		
Group Art Unit		
Examiner Name		

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

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Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY) Country	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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NAME OF SOLE OR FIRST INVENTOR: <input type="checkbox"/> A petition has been filed for this unsigned inventor <table border="1"> <tr> <td>Given Name (first and middle [if any])</td> <td>GEORGE</td> <td>Family Name or Surname</td> <td>MARMAROPOULOS</td> </tr> <tr> <td>Inventor's Signature</td> <td colspan="3">Date</td> </tr> <tr> <td>YORKTOWN HEIGHTS Residence: City</td> <td>NEW YORK State</td> <td>USA Country</td> <td>GR Citizenship</td> </tr> <tr> <td colspan="4">Mailing Address 2145B SAW MILL RIVER ROAD</td> </tr> <tr> <td>YORKTOWN HEIGHTS City</td> <td>NEW YORK State</td> <td>10598 Zip</td> <td>USA Country</td> </tr> </table>						Given Name (first and middle [if any])	GEORGE	Family Name or Surname	MARMAROPOULOS	Inventor's Signature	Date			YORKTOWN HEIGHTS Residence: City	NEW YORK State	USA Country	GR Citizenship	Mailing Address 2145B SAW MILL RIVER ROAD				YORKTOWN HEIGHTS City	NEW YORK State	10598 Zip	USA Country
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Mailing Address 2145B SAW MILL RIVER ROAD																									
YORKTOWN HEIGHTS City	NEW YORK State	10598 Zip	USA Country																						
NAME OF SECOND INVENTOR: <input type="checkbox"/> A petition has been filed for this unsigned inventor <table border="1"> <tr> <td>Given Name (first and middle [if any])</td> <td>JACK (KYRIAKOS)</td> <td>Family Name or Surname</td> <td>MAMA</td> </tr> <tr> <td>Inventor's Signature</td> <td colspan="3">Date 14-2-05</td> </tr> <tr> <td>LONDON Residence: City</td> <td>ENGLAND State</td> <td>GREAT BRITAIN Country</td> <td>GREAT BRITAIN Citizenship</td> </tr> <tr> <td colspan="4">21-23 VOSS STREET Mailing Address</td> </tr> <tr> <td>LONDON City</td> <td>ENGLAND State</td> <td>E.2 6HP Zip</td> <td>GREAT BRITAIN Country</td> </tr> </table>						Given Name (first and middle [if any])	JACK (KYRIAKOS)	Family Name or Surname	MAMA	Inventor's Signature	Date 14-2-05			LONDON Residence: City	ENGLAND State	GREAT BRITAIN Country	GREAT BRITAIN Citizenship	21-23 VOSS STREET Mailing Address				LONDON City	ENGLAND State	E.2 6HP Zip	GREAT BRITAIN Country
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LONDON City	ENGLAND State	E.2 6HP Zip	GREAT BRITAIN Country																						
<input type="checkbox"/> Additional Inventors are being named on the _____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.																									

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Philips Electronics North America Corporation Name 345 Scarborough Road Address Briarcliff Manor New York 10510 City State ZIP U.S.A. (914) 945-6000 (914) 332-0615 Country Telephone Fax			
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.			
NAME OF THIRD INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name CLIVE R. (first and middle [if any])		Family Name HEERDEN or Surname	
Inventor's Signature 		Date 28.2.05	
LONDON Residence: City		ENGLAND State	GREAT BRITAIN Country
Mailing Address 20 CANAL BUILDING			
LONDON City		ENGLAND State	N1 7RR Zip
NAME OF FOURTH INVENTOR:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name PHILIPPA CLARE (first and middle [if any])		Family Name WAGNER or Surname	
Inventor's Signature 		Date 10-3-05	
HACKNEY, LONDON Residence: City		ENGLAND State	GREAT BRITAIN Country
209 RICHMOND ROAD Mailing Address			
HACKNEY, LONDON City		ENGLAND State	E8 3NJ Zip
<input type="checkbox"/> Additional inventors are being named on the <u> </u> supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.			

107574441

PTO/SB/96 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)

IAP20RECDPCT/PTO 31 MAR 2006

Applicant/Patent Owner: Koninklijke Philips Electronics N.V.

Application No./Patent No.: Concurrently Filed/Issue Date: Concurrently

Entitled: DYNAMICALLY ILLUMINATED PRODUCT DISPLAY SYSTEM APPARATUS AND METHOD

Koninklijke Philips Electronics N.V., a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:

A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

3/5/06

Date

(914) 333-9608

Telephone number

Aaron Waxler, Reg. 48,027

Typed or printed name

Signature

Corporate Counsel

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

Practitioners associated with the Customer Number:

24737

OR

Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

The address associated with Customer Number:

24737

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City		State	Zip
Country			
Telephone		Fax	

Assignee Name and Address:

KONINKLIJKE PHILIPS ELECTRONICS N.V.
Groenewoudseweg 1
5621 BA Eindhoven, The Netherlands

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date 14 January 2005
Name	Michael E. Marion	Telephone (914) 333-9637
Title	Authorized Representative	

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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